

MIAMI BEACH

Mayor's Blue Ribbon Panel on North Beach

1st Meeting

5:00 p.m., Thursday, March 13, 2014

North Shore Park Youth Center

501 72nd Street, Miami Beach

MINUTES

In attendance: Chairperson Ricky Arriola (arrived at 5:40 p.m.)
 Member Margueritte Ramos
 Member Daniel Veitia
 Staff Liaison/Economic Development Coordinator, Jeff Oris
 Assistant City Manager, Kathie Brooks

The meeting was called to order by Member Daniel Veitia at 5:13 p.m.
In attendance at the meeting's commencement was Member Veitia and Member Margueritte Ramos.

Economic Development Director, Jeff Oris, welcomed the members and the public in attendance and gave a brief overview of the Panel's purpose.

The members asked Mr. Oris about and a discussion ensued regarding funding or initiatives and the potential for creating a community redevelopment agency in the area. They continued this discussion expanding it to include the potential developable lots in the area, the existing town center plan and existing historic districts. This discussion was in the context of what they could and should be reviewing through this panel.

Member Veitia asked for updates to be presented at the next meeting to include capital improvement projects in North Beach and the status of new projects in the area.

Assistant City Manager Brooks suggested the Panel review the Town Center Plan at their next meeting and discuss if any changes or updates need to be made to it. A discussion ensued regarding heights, FAR (floor area ratio) transfers within the area, the potential for incentives to preserve MiMo architecture that is prevalent in the area. The discussion continued with the topics of the future of the Byron-Carlyle Theater and the County library branch on Collins Avenue.

Chairman Ricky Arriola arrived at the meeting (5:40 p.m.) and was updated on the discussions held prior to his arrival.

Chair Arriola asked if the educational component should be discussed and asked what the City needs to make some projects or improvements happen as soon as possible and what can the Panel do to support these projects/improvements and get them to happen.

ACM Brooks indicated there was approximately \$1million available for capital projects within the area. Glendon Hall of the City's Economic Development Division updated the Panel on the CDBG façade grant program for Collins Avenue and Economic Development Director Oris reminded members of the list of issues from the North Beach public input workshops that had been held to date.

Several items were discussed by the Panel including whether there was a need to engage a master planner to create a plan for North Beach, whether future residential projects should be subsidized. The potential to create a business improvement district (BID) was also briefly discussed.

Resident Ted Berman suggested that Ocean Terrace was too small and it should be lengthened to increase its economic potential. Additionally he suggested the City look at putting out a request for proposals for development of the West lots and made mention of developing the unused portion of the Byron-Carlyle Theater.

The Panel members had a short discussion regarding entry signs and involvement of the residential associations in the area.

The Panel members discussed and indicated that they would like to move future meeting to 8:00 in the morning and to move the location to the Normandy Shore Golf Club. The Panel also indicated to staff that they would like to meet weekly for the foreseeable future and that they decide if this frequency should be reduced after the first month of meetings. The members also agreed that they want to limit future meetings to 90 minutes.

Mr. Oris indicated he would send information for future meeting to the Panel members and that they should be mindful and not hit "reply all" to any of his emails to avoid potential conflicts with the State's Sunshine Laws. Mr. Veitia mentioned that the entire panel should be mindful of the Sunshine Law as it is very possible they may find themselves in at the same community meetings in the future.

The meeting was adjourned.

NOTE: No votes of the Panel were taken during this meeting.

MINUTES APPROVED – 04/10/14